PARLIAMENT PARTY ZONE
MENTHOL LAUNCH
SPRING 1996

Timeframe:	May 6 - May 18, 1996
Frequency:	• 1 major party each week per market • 2 to 3 supporting club promotions each week per market
Locations:	New York City, NY— Boston, MA Philadelphia, PA
Concept	"The Green Zone"

} open to the public

The Green Zone is a special promotion that exists for two weeks only. The purpose is to introduce Parliament Lights Menthol. After this special launch, the product will be integrated into the Party Zone with the summer and fall programs.

As one enters the Green Zone, the consumer will be entering a party hosted by Parliament Lights Menthol. This party will be open to the public, but attendees from previous Party Zones will receive an invitation via the Parliament newsletter. The newsletter will be sent out at least two weeks prior to the party. Each newsletter/invitation will be good for two free door covers which encourages consumers to bring a friend.

Parliament will sponsor free food and DJ or live music. Local bands with titles or themes that work with "green" will be used, e.g., Mr. Green Genes in Philadelphia.

The Green Zone is a whole new dimension which is made up of numerous green items–the club is transformed into a totally green environment. The consumer will be surrounded by Green Zone special effect lighting and the "Green Patrol" with green make-up, dressed in green costumes, wearing green glow bracelets and necklaces. The club will be merchandised with green posters, banners, green balloons and streamers and green bar materials. Green glasses will be provided so everyone and everything is green. This will provide excitement, curiosity and entertainment.

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Source: https://www.industrydocuments.ucsf.edu/docs/qspn0004

Promotional Elements:

The Green Zone is designed to be multi-dimensional, fun and of course green.

The experience begins...

- "Welcome to the Green Zone." Wristbanded consumers can play – have your picture taken and placed on a button. But, consumers don't receive their button – they get someone else's and have to find that person in the club. Consumers have the option to have their first name placed on the button as well, this adds a little more fun. Consumers can call out the persons name to increase the likelihood of finding that person. If they find the person on their button, bring them back to the table and both win a prize. This will create a tremendous amount of interaction and excitement in the club. (Of course the buttons will be green.)

- Collect "Green Stamps" for Prizes. Consumers who complete a survey will receive a card with blank places for stamps. Throughout the night, green stamps can be "won" by correctly answering trivia questions from the surveyors. The questions will be product related, as well as green themed. (e.g. What is new about Parliament Lights? – Name three green vegetables?) The fun increases as consumers try to find the surveyors and fill-up their cards. Once the card is full, return to the "Green Zone" table for a prize.

- The "Green Room" is an area within the "Green Zone" in which wristbanded patrons may go to recive preferential treatment – free food, dedicated waitstaff, etc. Depending on the club, it may be a seperate room or a reserved area.

The postcard photo machine will also be at select Green Zones. Of course, the postcard will continue to carry on the Green Zone theme and will feature (technology permitting) the new Menthol hologram.

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Source: https://www.industrydocuments.ucsf.edu/docs/qspn0004

Elements Summary

- Green Zone lighting
- Personalized picture buttons
- Green stamp cards
- Green costumes for Green Patrol
- Green makeup for Green Patrol
- Green glow necklaces and bracelets for Green Patrol
- Green posters and banners
- Green balloons and streamers
- Green bar organizers
- Green cups
- Green ashtrays
- Green napkins
- Green matches

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